

JUN - 6 2006

**Notice of Intent to Apply for Coverage Under MS4 General Permit
WPDES Permit No. WI-S050075**

Form 3400-NNN (R 2/06)

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NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality

City of Menasha

Mailing Address

140 Main Street

City

Menasha

State

WI

Postal Code

54952

County(s) in which Applicant is located

Calumet, Winnebago

Type of Municipality: (check one)

☐ County

☒ City

☐ Village

☐ Town

☐ Other (specify)

Section II: Local Contact Information (check one):

Name of Municipal Contact Person

Mark Radtke

Title

Director of Public Works

Mailing Address

140 Main Street

City

Menasha

State

WI

Postal Code

54952

E-mail address

mrادتke@ci.menasha.wi.us

Telephone Number (include area code)

(920)967-5102

Fax Number (include area code)

(920) 967-5272

Section III: Water Quality Concerns

Yes

No

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Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: <http://dnr.wi.gov/org/water/wm/wqs/>)

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Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: <http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html>)

Section IV: Area and Population Within the MS4

Yes

No

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Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See <http://www.epa.gov/npdes/pubs/fact2-2.pdf>)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles):

7.59

Total municipal population (in year 2000):

16,331

MS4 service area within Urbanized Area (in square miles):

+/- 7.59

Municipal population within Urbanized Area (in year 2000):

16,331

Section V: Potential Permit Exemption

Yes

No

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Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.

Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

The City of Menasha will work with Calumet County and neighboring communities to develop public education and outreach programs to increase the awareness of storm water pollution impacts. We are also a member of Northeast Wisconsin Stormwater Consortium (NEWSC) and will use many of their already developed materials to get the information out to the residents. At this time we anticipate that we will use our newsletters, brochures placed in public locations, the city website and local papers. The city currently places educational material related to stormwater pollution in the city newsletters which is mailed to all resident households twice a year, and in 2005 was translated into Spanish to reach a wider audience. This material, along with a link to NEWSC's website is also placed on our website.

The City will maintain a partnership with Menasha Utilities through utility billing inserts 1-2 times per year, and other means of distributing information. The City has adopted a pet waste ordinance and will develop educational materials to be distributed during pet licensing. A litter ordinance has been adopted, and 23 additional trash bins have been installed.

Calumet County is also in the process of applying for a Calumet Urban Area Storm Water Education Grant which will be used to expand on educational activities from the draft NEWSC I & E Model Plan to conduct a pilot education program within the Calumet County Urbanized area (which includes Menasha and Menasha's growth areas) and surrounding developing areas in order to meet the County's MS4 Storm Water Permit Requirements. This grant application will help the Town of Harrison, City of Appleton, City of Menasha, Village of Sherwood to work together on public education and outreach. Even if the County does not receive the grant we have started a dialogue between the various communities and all parties feel strongly we need to work together on this to get the same information in the same format out to the entire area for us to be successful. We will probably implement the proposed grant activities even if we do not get the grant, although we may have to do it on a smaller scale.

The County grant plan has two main focuses: 1) To design, create and present an educational program focusing on construction site waste management and erosion control geared towards developers, builders, suppliers, engineers and construction crews. 2) Design, create and implement an educational program focusing on private residential homeowner storm water practices.

As mentioned the City of Menasha is a member of the Northeast Wisconsin Stormwater Consortium (NEWSC). As a NEWSC member, the City of Menasha participated in the sponsorship of a Community-Based Social Marketing (CBSM) Workshop, the implementation of a phone survey to over 400 area residents, the promotion of stormwater related public service announcements and an episode of "It's Your Environment" television program.

The Community-Based Social Marketing Workshop was held on June 10, 2005 with Doug McKenzie-Mohr. Two employees from the City of Menasha attended this workshop. Throughout the workshop community employees and area educators learned the basic components of Community-Based Social Marketing and how to incorporate these steps into local programs that change individual behaviors as they relate to storm water practices. Effective programs go "beyond brochures" examining the barriers and benefits of behaviors and building a foundation for successfully getting people to make behavior changes.

NEWSC implemented a phone survey of residents in the Brown, Calumet, Fond du Lac, Outagamie, and Winnebago Counties. The phone survey was conducted by St. Norbert College from October 18 - November 7, 2005 and reached 404 area residents. The purpose for the survey was three-fold. The first was to evaluate the current storm water awareness level of area residents, including their knowledge of where storm water goes and what contributes to storm water pollution. The second was to gather data about individual behaviors affecting storm water by identifying the barriers, benefits, or motivations that affect these behaviors. Finally, information from the survey was intended to assist the Information and Education Committee in selecting target markets and create a focus for educational goals, tools, and practices.

NEWSC promoted storm water education to the public through the Fox Cities Viewpoint Public Service Announcements. These were aired on WHBY and reached a listening audience bounded on the west by Waupaca, the north by Marinette, the east by Manitowoc, and the south by Fond du Lac. The viewpoints were promoted from June - November 2005 and included storm water tips on the following topics: lawn mowing, car washing, lawn pesticides, lawn fertilizers, and leaves.

NEWSC orchestrated an episode of the "It's Your Environment" TV program to have a storm water focus. The episode was broken into three segments with a focus on state-level regulations, education, and local participation. It

aired on Channel UPN 32, Saturday, December 17, 2005. These NEWSC activities will assist the City with developing a more effective public education and outreach program.

The City of Menasha will submit a public education and outreach program to the DNR and will use the NEWSC Information and Education plan as a model for suggestions on strategies to meet local educational goals, for guidance on how to develop the local I & E plan, and for insight on how to work with NEWSC to achieve local goals.

The public education and outreach program will include methods to promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

The program will use the results from the 2005 Storm Water Survey to identify audiences and behaviors regarding proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste, and household practices.

The public education and outreach plan will (1) promote detection and elimination of illicit discharges and water quality impacts associated with such discharges, (2) inform and educate the public about proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste, and household practices, (3) promote the beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides, (4) promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways, (5) promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks, (6) inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices, (7) identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention, and (8) promote environmentally sensitive land development designs by developers and designers.

The City's immediate goals are to develop and submit the public education and outreach plan to the DNR within 18 months of permit coverage and implement the public education and outreach plan within 24 months of permit coverage. As part of the public education and outreach program planning activities, the City will develop more detailed measurable goals.

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

The City of Menasha plans to form a Citizen Advisory Board (CAB) to help with public education and outreach. The group will be formed late this year or early next year. The focus of the CAB will be for staff to determine what information will be disseminated and methods of distribution. One of the tasks the CAB will help to identify is the needs of city residents will help determine where to focus our efforts. The NEWSC survey will be referred to during this process.

Staff will meet with the CAB to provide direction and make them aware of the public education materials that are currently available. The Director of Community Development and/or their designee will be the staff liaison to this committee.

As already mentioned, the city is a member of NEWSC, which is an entity of the Fox-Wolf Watershed Alliance which is an independent, non-profit organization that identifies issues and advocates effective policies and actions to protect, restore and sustain the water resources of Wisconsin's Fox-Wolf River Basin.

The City's immediate goals are to develop and submit the public involvement and participation plan to the DNR within 18 months of permit coverage and implement the public involvement and participation plan within 24 months of permit coverage. As part of the public involvement and participation program planning activities, the City will develop more detailed measurable goals.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

The City of Menasha will submit an Illicit Discharge Detection and Elimination Ordinance to the DNR which will most likely be based on the NEWSC model ordinance. Once adopted, this ordinance provides the necessary regulatory authority to detect and remove illicit connections and discharges to the MS4. The city currently has an ordinance that allows entrance into private buildings for the purpose of conducting tests, and ordinances that prohibit industrial/business connections.

The City of Menasha will submit the illicit discharge response procedures to the DNR within 24 months of permit coverage. The City of Menasha will use the Spill Notification Procedure to illustrate the flow of communication between the city and the DNR. The Spill Notification procedure will include the names and contact numbers of those who should be involved in a spill situation. The procedure will require immediate notification to the DNR in the event of a spill or release of a hazardous substance. The City of Menasha will update this information annually or more frequently if there are changes in management or personnel.

The City of Menasha will create and follow a schedule for field screening of all major outfalls during dry weather periods. The field screenings will include visual observations and field analysis. The City of Menasha will work with NEWSC to create standard visual observation sheets that will be used to streamline this process. Initial field screenings will be implemented within 36 months of permit coverage.

The City will submit a program for on-going dry weather field screening of outfalls to the DNR within 36 months of permit coverage.

The illicit discharge detection and elimination program will consist of (1) an ordinance or other regulatory mechanism to prevent and eliminate illicit discharges and connections to the MS4, (2) initial field screening at all major outfalls during dry weather periods, (3) on-going dry weather field screening of outfalls during the term of the permit, (4) procedures for responding to known or suspected illicit discharges, (5) actions to remove illicit discharges from its MS4 system as soon as possible, (6) notification procedures to notify downstream municipalities of any illicit discharges within one working day, and (7) name, title and phone number of the individual(s) responsible for responding to reports of illicit discharges and spills.

The City's immediate goals are to (1) develop and submit an illicit discharge detection and elimination ordinance to the DNR within 24 months of permit coverage and adopt the ordinance within 30 months of permit coverage, (2) develop and submit illicit discharge response procedures to the DNR within 24 months of permit coverage and implement the procedures within 30 months of permit coverage, (3) complete initial field screening within 36 months of permit coverage, and (4) develop and submit an on-going field screening program to the DNR within 36 months of permit coverage and implement the program within 48 months of permit coverage. As part of the illicit discharge detection and elimination program planning activities, the City will develop more detailed measurable goals.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

The first step in construction site pollution control will be to develop an ordinance to reduce the discharge of sediment and construction materials from construction sites. Our ordinance will most likely be based on the model NEWSC ordinance and we will work with Winnebago and Calumet Counties to attempt to maintain consistency.

The City of Menasha will determine what community staff or consultants will be responsible for site inspection and enforcement. To the best of our knowledge at this time we will handle this task as follows. Inspections and enforcement will be carried out by a combination of the Community Development and Public Works Directors and/or their designees or consultants.

The construction site pollutant control program will consist of (1) an ordinance or other regulatory mechanism to require erosion and sediment control at construction sites and establish sanctions to ensure compliance, (2) procedures for construction site inspection and enforcement of erosion and sediment control measures, and (3) procedures for receipt and consideration of information submitted by the public.

The City's immediate goals are to (1) develop and submit a construction site pollutant control ordinance to the DNR within 18 months of permit coverage and adopt the ordinance within 24 months of permit coverage, and (2) develop and submit construction site inspection and enforcement procedures to the DNR within 18 months of permit coverage and implement the procedures within 24 months of permit coverage. As part of the construction site pollutant control program planning activities, the City will develop more detailed measurable goals.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

The first step will be to develop an ordinance to require control of the quality of discharges from areas of new development and redevelopment after construction is complete. Our ordinance will most likely be based on the model NEWSC ordinance and we will work with Winnebago and Calumet Counties to attempt to maintain consistency.

To the best of our knowledge at this time we will handle this task as follows. Inspections will be handled by the Community Development and Public Works Directors and/or their designees or consultants. The Community Development and Public Works departments will develop a form to be used to record all inspections and track all Best Management Practices(BMP). This data will be used in generating the required DNR annual reports.

The post-construction storm water management program will consist of (1) an ordinance or other regulatory mechanism to regulate post-construction storm water discharges from new development and redevelopment, and (2) procedures that will be used to ensure long-term maintenance of storm water management facilities.

The City's immediate goals are to (1) develop and submit a post-construction site storm water management ordinance to the DNR within 18 months of permit coverage and adopt the ordinance within 24 months of permit coverage, and (2) develop and submit long-term maintenance procedures to the DNR within 18 months of permit coverage and implement the procedures within 24 months of permit coverage. As part of the post-construction site storm water management program planning activities, the City will develop more detailed measurable goals.

F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

Through a Stormwater Planning Grant, the city has engaged Martenson & Eisele to complete water quality modeling (SLAMM) and peak discharge modeling which will help the city develop a pollution prevention program. The following represent things the City is already doing that will be continued and/or enhanced where appropriate:

- The City has employees trained in hazardous material storage and maintenance, and facilities equipped to store hazardous materials.

-Roads and public parking lots are inventoried and prioritized for cleaning. Cleaning take place once per week for the downtown and municipal parking lots, and once per month for all other streets seven months out of the year. The sweeping is completed for pollution control, to prevent clogging, leaf and grass clipping cleanup and aesthetics.

-The City has a Parks and Recreation Turf Management Plan which sets standards for use of fertilizers, herbicides, and mowing grass.

-The City has employees trained in integrated pest management.

-An ordinance has been adopted to address pet waste, and no animals are allowed in parks.

-Road salt storage facilities are regularly inspected and maintained. All employees that apply road salt are trained in road salt application.

-Leak detection devices have been installed at two municipal facilities - the Menasha Marina and the Public Works Facility.

-The City performs storm drain system cleaning including storm drain pipe and outfalls.

-Used oil from municipal operations is recycled regularly.

-The City has 2 designated municipal vehicle washing areas.

-The City currently holds a spring and fall yard waste cleanup, where we provide curbside pickup of leaves and brush. We also offer a once a month curbside pickup for brush.

Several wet ponds and dry ponds are located in the City. Martenson & Eisele will locate and map these and other BMPs. They will also evaluate the water quality benefits of these facilities. Martenson & Eisele will work with other permitted MS4s in our region to coordinate policies to satisfy our requirements.

The City of Menasha will develop and implement a pollution prevention program. City Staff will be developing the municipal prevention program over the next 24 months. The program will likely be developed in phases, starting with the MS4 storm sewer system map. The City is a member of NEWSC which is a local stakeholders organization. The City will likely use various pollution prevention materials developed by NEWSC, particularly training and educational materials. The pollution prevention program will be reviewed by City Staff and approved by the City Council prior to implementation. The general public will also be encouraged to participate in program development and implementation during City Council meetings.


The pollution prevention program will consist of (1) routine inspection and maintenance of municipally owned or operated structural storm water management facilities, (2) routine street sweeping and cleaning of catch basins with sumps where appropriate, (3) proper disposal of street sweeping and catch basin cleaning waste, (4) road salt or other deicer applications only as necessary to maintain public safety, (5) proper management of leaves and grass clippings, which may include on-site beneficial reuse as opposed to collection, (6) storm water pollution prevention planning for municipal garages, storage areas and other sources of pollution from municipal facilities, (7) application of lawn and garden fertilizers on municipally controlled property, with pervious surfaces over 5 acres each, in accordance with a site-specific nutrient application schedule based on appropriate soil tests, (8) education of municipal and other personnel involved in implementing this program, (9) measures to reduce municipal sources of storm water contamination within source water protection areas, (10) develop and implement a storm water management plan to achieve a 20% and 40% reduction in total suspended solids discharging from the MS4 by March 10, 2008 and March

10, 2013, respectively, (11) evaluation of municipal owned or operated structural flood control facilities to determine the feasibility of retrofitting to increase total suspended solids removal from runoff, (12) assessment of compliance by conducting a pollutant loading analysis using a model such as SLAMM, P8 or equivalent methodology, and (13) develop and maintain a MS4 storm sewer system map.

The City's immediate goals are to (1) develop and submit a pollution prevention program to the DNR within 24 months of permit coverage and implement the program within 30 months of permit coverage, (2) complete and submit an evaluation of flood control structures / assessment of compliance to the DNR by March 10, 2008 or within 24 months of permit coverage, and (3) develop and submit an MS4 Storm Sewer System Map to the DNR within 24 months of permit coverage. As part of the pollution prevention program planning activities, the City will develop more detailed measurable goals.

Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name Mark Radtke		Title Director of Public Works
Signature 		Date Signed June 1, 2006
E-mail address mradtke@ci.menasha.wi.us	Telephone Number (include area code) (920)967-5102	Fax Number (include area code) (920)967-5272

Return this completed form to:

Wisconsin Department of Natural Resources
Storm Water Program – WT/2
PO Box 7921
Madison, WI 53707-7921